

African American
Quit Line Data Summary
April 1 - June 30, 2002

	African Amer.	State
Number of Calls to Quit Line	N = 152	N = 3,421
Percent of Statewide Calls	5.9%	100.0%
Percent of State Population in County¹	3.2%	100.0%

	African Am. %	State %
Gender	N = 147	N = 3,099
Female	55.1%	62.9%
Male	44.9%	37.1%
Race/Ethnicity	N = 152	N = 2,578
African American	100.0%	5.9%
Age	N = 129	N = 2,323
Less than 18 years old	3.9%	2.1%
18 - 24 years old	12.4%	16.3%
25 - 34 years old	21.7%	22.2%
35 - 44 years old	28.7%	27.3%
45 years and older	33.3%	32.0%
Education	N = 147	N = 2,679
Did not graduate high school	14.3%	17.8%
High school graduate	36.1%	33.7%
Some college/vocational school	40.1%	37.4%
College graduate	9.5%	11.0%
Caller Type	N = 143	N = 2,929
General Information	1.4%	11.5%
Health care provider	0.7%	2.8%
Tobacco user	97.9%	85.6%
Payer Type	N = 114	N = 1,951
Insured	42.1%	40.6%
Uninsured	21.9%	22.7%
Medicaid	36.0%	36.6%
Heard About	N = 126	N = 2,463
Past caller	20.6%	17.0%
Employer/worksites	0.8%	1.3%
Health care provider	19.8%	17.6%
Television	17.5%	22.8%
Outdoor advertisement (billboard/bus/wall)	1.6%	4.7%
Targeted mailing	7.1%	2.6%
Great Start	0.8%	0.4%
Radio	0.8%	1.3%
Newspaper/Magazine	1.6%	2.2%
Brochure/Newsletter	4.0%	4.9%
Family or friend	22.2%	21.7%
Health Department	3.2%	2.9%
School	0.0%	0.5%